

# PACKAGE PROGRAMS

# CRC

## ON COLLEGE RADIO

SALES NEWSLETTER

### COLLEGE RADIO CORPORATION

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March 15th, 1955

COLUMBIA RECORD PLAN APPLICATION DEADLINE is March 23rd. All stations who have expressed an interest in the Columbia classical and popular record service outlined in previous newsletters (those of January 31st and February 14th) have been sent application forms. If your station plans to apply, your application must be in our office by the close of business March 23rd. If you miss this deadline, it won't be possible to apply again until next fall.

"Career Hour" stations carrying AMERICAN AIRLINES advertising will find new commercial copy enclosed, to be put into use on March 21st (see instructions on bottom of copy sheet.)

"Career Hour" stations carrying OWENS CORNING advertising, make the following change in current commercial copy: Delete the next-to-last sentence, concerning interview. Substitute the following as the concluding sentence: "For further information check with your placement director or write C. A. Hardwick, Owens-Corning Fiberglas, Toledo 1, Ohio."

One copy of COMMERCIAL ANNOUNCEMENTS sheets and FORMATS is distributed to each station as copy is mailed. If you find you want additional copies of any of these sheets, they will be sent you promptly on request.

LUCKY STRIKE stations who have as of today not reported the dates of Spring vacation during which teletype service is to be suspended are:

KARL	Carleton
KXLU	Loyola
WORO	Maine
WMUC	Maryland
WCBH	Mississippi
KNMA	New Mexico
WUSC	South Carolina
WECS	Southern

If your station is one of those listed, please notify us by air mail at once what dates your teletype is to be suspended. Failure to so advise us will result in assignment of arbitrary suspension dates which may cause you considerable inconvenience. Please do your part!

SPRING BRAND PREFERENCE AND LISTENERSHIP SURVEY will be distributed to all stations carrying cigarette advertising during the week of March 28th, to be conducted and returned before April 10th. Please alert your staff so as to be prepared to process this routine survey promptly on receipt. From two to ten interviewers (depending on the size of your campus) will require about two hours' time, one night, to



complete the survey. Results will be used by agencies representing Lucky Strike and Old Gold; listenership portion of survey will be used in solicitation of all national accounts of every sort.

It's almost impossible today to sell any station without such survey figures. Every effort is made to keep the survey itself simple and easy for you to conduct, insofar as is practicable. Your cooperation in getting your report filed promptly is absolutely essential if we are to be able to represent your station effectively for new national business.

Full instructions on conducting the survey, together with question sheets, tally forms, and so on, will be distributed with the survey.

ALL REYNOLDS ACCOUNT STATIONS are advised of a new policy with regard to spot announcements missed by the station due to technical difficulties, substitute programs in the public interest, or vacations not covered by the time order. Effective immediately, the sponsor wants any spots so missed to be made up during the same month during which they were omitted. Be sure that the time you choose for a make-up is no closer than 30 minutes to any other cigarette advertising. Further, you must notify CRC in advance of the make-up time and date you elect (forms for this notification have been sent to all Reynolds account stations, although their use is not required if the necessary information is passed along to us in a letter or postal card).

Please be sure to schedule make-ups for all Reynolds spots you miss hereafter, so that you meet each month's quota under your Time Order. It's more money for your station, and it will show the sponsor you're alert to your responsibility.

Some stations are still occasionally airing spots now and then for the wrong product on a given day. Read instructions on the Time Order Rider carefully to be sure you do the correct spot for the correct cigarette on the particular date.

NEW NATIONAL ADVERTISING RATES APPROVED BY IBS to become effective April 1st, 1955. Through action of the Governing Council, the national advertising rates for member stations of the Intercollegiate Broadcasting System will be revised as follows as of April 1st:

<u>Station Coverage</u>	<u>1 hour</u>	<u><math>\frac{1}{2}</math> hour</u>	<u><math>\frac{1}{4}</math> hour</u>	<u>5 min.</u>	<u>1 min.</u>	<u>20 secs.</u>
2501 - plus	\$30.00	18.00	12.00	6.00	4.50	3.00
1501 - 2500	25.00	15.00	10.00	5.00	4.25	2.75
1001 - 1500	20.00	12.00	8.00	4.00	3.40	2.20
Up to - 1001	15.00	9.00	6.00	3.00	2.55	1.65

Frequency Discounts: 13 times, 5%; 26 times, 10%; 39 times, 12 $\frac{1}{2}$ %; 52 times, 15%; 104 times, 17 $\frac{1}{2}$ %; 130 times, 20%; 260 times, 30%; 390 times, 50%\*. Group discount, 1% for 23 stations and 1% for each additional three stations, to a maximum of 20%. (Frequency and group discounts are added together before computation of price.)

\* No group discount allowable where 390-time frequency discount is earned.

Present national advertisers will receive 52-week protection against increases in rate created by adoption of the new card.